



Digital marketing specialist

デジタルマーケティングのご経験のある方は歓迎です。

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

非公開

Job ID

1615374

Industry

Medical Device

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 7 million yen

Work Hours

09:00 ~ 18:00

Holidays

詳細は求人ご紹介時にご案内いたします。

Refreshed

October 1st, 2026 16:07

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2414721】

■General Position Summary

This position will be responsible for Japan digital marketing initiatives to increase and deepen InMode brand awareness in Japanese market.

■Key Responsibilities

- Responsible for Japan digital marketing planning strategies and execution as a specialist
- Design implement and optimize digital campaigns in multiplatform digital platforms e.g. email website and social channels to achieve Marketing Qualified Lead (MQL) and Marketing Source Opportunity (MSO) goals
- Set meet and track clear KPIs for each campaign performance metric

- Experience in funnel lead life cycle and establishing connections from front channels to back end CRM Salesforce.
 - In depth experience in an email marketing automation system
 - Design and manage the Japanese website for exposure maximization with guidance from the Global Marketing Team
 - Proofread contents for clarity and proper language used
 - Adopt and improve marketing templates and incorporate the InMode brand scheme
 - Manage and optimize paid search paid social and SNS channels including Facebook Instagram LINE etc. to meet social media platform KPIs
 - Analyze and closely track campaign performance and suggest improvements
 - Report and review Japan digital marketing performance by week month quarter and annually
 - Work closely with the Global Digital Team to ensure campaigns are aligned with strategies
 - Ensure digital initiatives follow industry policies and best practices
 - Responsible for all digital creative designs and programs with agencies' support
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Required Skills

■Educational Requirements

- Bachelor's degree or above in Marketing or relevant field
 - Proven 5 years of work experience as a Digital Marketing
 - Social Media Platform/SNS experience is mandatory
 - Experience in HTML and website content management
 - Experience with Salesforce or CRM system
 - Knowledge of SEO/SEM and Google Analytics
 - Familiar with Design tools preferred
 - Excellent written communication (Japanese and English) and copywriting skills
 - Proactive and highly organized with attention to detail and a proven ability to multitask
 - Strong team player
 - Excellent spoken English ability to work with global colleagues
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Company Description

ご紹介時にご案内いたします